REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY

TRF# 492325

* * *

REP HEADLINE# 6304109 *** UNAPPROVED REV #5

CREDIT RISK !!! HARRIS REPORT FROM REP ORDER WORKSHEET

FAX# 703-516-9680

SEP13/12 17.00 *** WFSB-TV ***

CHANGES

17.00 # DATE SEP13/12 SALESMAN (H) REGIONAL HEATHER UTTLEY ANNE BRAUNSCHEIDEL LOCAL OFF.# WAL CLASS: NATL. BUYER NAME SALES PRSN **R** E P . # INVOICE) CO-OP BILLING NEEDED ORDER, 306 SUITE UZH (LINE, ADV. NAME POLI/L MCMAHON/R/SEN/CT SERVICES, 600 FAIRMOUNT AVENUE, SENA EST#1311 COMMENTS: CONTRACT # 6304109 MD 21286 MK-1MEDIA SEP17/12 MENTZER TOWSON, STATE TAX AGY. NAME 4 FLIGHT DATES SEP11/12 LINDA MCMAHON TXX # ORDER ADV # PRDCT # CHHK AGX **REP:**

CHANGED TIME PERIOD CHANGED DATES SPOT AND THANKS, MIKE FOR HEATHER 16 SPOT, ADDED 1 SPOT LNS 15, LN 31 REMOVED 1 SPOT LN 56 REMOVED 1 SPOT ADDED LN 72 REVISED ORDER LN 12 REMOVED 1 ZEROED LN 64 TTL 140225 PLS CFM

IDB#1021 TV INVOICE#9912736 LINDA MCMAHON FOR SENATE CON CM

FAX# 703-516-9680 REF: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REF **CHANGES**

TRF# 492325

REP HEADLINE# 6304109
*** UNAPPROVED REV #5 ***

SEP13/12 17.00 *** WFSB-TV ***

:LINE#:REP	#:REP :CD: TIME PERIOD :LINE#: :	: LGTH : S	SEC : RATE :	START DATE	END	SPTS: WEEK		DAYS	. TOTL:
	16 S 1000P-1100P	30	\$3,500.00	6	6	1	MED WED		: SPTS:
	PROGRAM : CSI CON COM1: CSI								٧
	31 S 930P-1030P	30	\$1,200.00	9/16	9/16	н	STIS		۲
	PROGRAM : GOOD WIFE CON COM1: GOOD WIFE								4
	56 TS 830P-930P	30	\$1,800.00	9/16	9/16	Н	Ž.		r
	PROGRAM : BIG BROTHER								4
	64 S 900P~1000P	30	\$2,000.00	9/17	9/17	o	Z C S		C
	PROGRAM : 2 BROKE GIRLS	Ø				•	1		o
	72 A 1130P-1205A	0 %	\$500.00	9/16	9/16	Н	M.		۲
	PROGRAM : LATE NEWS CON COM1: LATE NEWS								4
SEP/12	140225.00					CO	CONTRACT TOTAL TOTAL SPOTS		140225.00 144

WHPX 08 WCCT 0% WCTX 2% WTIC 18% WVIT 28% WTNH 18% CABL 2% WFSB 328 MARKET TOTALS \$249,765

SHARES ARE ACCURATE

SVC- NSI DEMOS- RA35+*

M-MAKEGOOD N-PROGRAM NAME L-LENGTH DE-DELETE E-EFF DATES C-CANCELLED B-BUY TYPE MOD CODE A-ADD

*-MULTIPLE Z-COMMENTS Y-DAYS X-LATE T-TIME S-SPOTS PER WEEK R-RATE Q~PAID PGM P-CLASS, PLAN, SECT

CONTRACT



WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

And:

Mentzer Media Services, Inc. 600 Fairmount Avenue Suite 306 Towson, MD 21204

	Contract / Re	vision		Alt Order	<u>#</u>
	492325	1		06304109	
Product	•				
LINDA MCMAHON 4 SENA	4				
Contract Dates	Estimate #				
09/11/12 - 09/17/12	1311				
<u>Advertiser</u>			Ori	ginal Date	/ Revision
McMahon for Senate			0	9/14/12	/ 09/14/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broadc	ast		Cash
	Station	Accour	il E	xecutive	Sales Office
	WFSB	Heathe	r Ul	tley	HRP-WASHING
	Special Hand	ling			
	Demographic				
•	Adults 35+				
	I <u>DB#</u> 1021	Advertis	er	<u>Code</u>	Product Code
[4	Agency Ref		ļ	Advertiser	Ref

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	ite Type Spots	Amount
1 WFSB 09/11/12 09/14/12 Eyewitness News	6am - 6:30am	:30	NM 4	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -TWTF 4	<u>Rate</u> \$900.00			
2 WFSB 09/11/12 09/14/12 CBS: THE EARLY SHOW	7am - 9am	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate	.00	7	\$000.00
Week: 09/10/12 09/16/12 "TWTF" 4	\$200.00			
3 WFSB 09/11/12 09/14/12 Eyewitness News	12pm - 12:30PM	:30	NM 4	\$2,400.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -TWTF 4	<u>Rate</u> \$600.00			
4 WFSB 09/11/12 09/14/12 4p-5p Dr. Oz	4pm-5pm	:30	NM 4	\$1,200.00
Start Date End Dale Weekdays Spots/Week	Rate		11111	\$1,200.00
Week: 09/10/12 09/16/12 -TWTF 4	\$300.00			
5 WFSB 09/11/12 09/14/12 Eyewitness News	5pm - 5:30pm	:30	NM 4	\$2,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12	<u>Rate</u> \$575.00			
6 WFSB 09/11/12 09/14/12 Eyewitness News	5:30pm - 6pm	:30	NM 4	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50	11111	-
Week: 09/10/12 09/16/12 -TWTF 4	\$1,500.00			
7 WFSB 09/11/12 09/14/12 Eyewitness News	6pm - 6:30pm	:30	NM 4	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12	<u>Rate</u> \$700.00			
8 WFSB 09/11/12 09/14/12 Inside Edition	7pm - 7:30pm	:30	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	140	\$2,000.00
Week: 09/10/12 09/16/12 -TWTF 4	\$500.00			
9 WFSB 09/11/12 09/14/12 Entertainment Tonight	7:30pm - 8pm	:30	NM 4	\$4,800.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -TWTF 4	<u>Rate</u> \$1,200.00			
10 WFSB 09/11/12 09/14/12 Eyewitness News	5am - 5:30am	:30	NM 4	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14101	\$1,000.00
Week: 09/10/12 09/16/12 -TWTF 4	\$450.00			
•	5:30a - 6am	:30	NM 4	\$2,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Start Date

Week: 09/10/12

End Date

09/16/12

Weekdays

WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

Contract / Revision Alt Order # 492325 06304109 Contract Dates Product Estimate # 09/11/12 - 09/17/12 LINDA MCMAHON 4 SE 1311

Advertiser Original Date / Revision 09/14/12 / 09/14/12 McMahon for Senate

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeSpot	s Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -TWTF 4	<u>Rate</u> \$600.00			
E 12 WFSB 09/11/12 09/16/12 Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -TWTFS- 5	11PM - 11:35PM <u>Rate</u> \$500.00	:30	NM	5 \$2,500.00
13 WFSB 09/11/12 09/11/12 NCtS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -1 1	8pm-9pm <u>Rate</u> \$1,800.00	:30	NM	1 \$1,800.00
14 WFSB 09/11/12 09/11/12 NCIS: LA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -1 1	9pm - 10pm <u>Rate</u> \$1,800.00	:30	NM	1 \$1,800.00
15 WFSB 09/12/12 09/12/12 Criminat Minds <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/122 2	9pm - 10pm <u>Rate</u> \$1,500.00	:30	NM	2 \$3,000.00
16 WFSB 09/12/12 09/12/12 CSI <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/122 2	10pm - 11pm <u>Rate</u> \$3,500.00	:30	NM :	2 \$7,000.00
17 WFSB 09/13/12 09/13/12 The Mentalist Start Date	10pm - 11pm <u>Rate</u> \$1,500.00	:30	NM	\$1,500.00
18 WFSB 09/14/12 09/14/12 Undercover Boss <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/122 2	8pm - 9pm <u>Rate</u> \$1,200.00	:30	NM 2	\$2,400.00
19 WFSB 09/14/12 09/14/12 CSI: NY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/122- 2	9pm - 10pm <u>Rate</u> \$1,200.00	:30	NM 2	\$2,400.00
20 WFSB 09/14/12 09/14/12 Blue Bloods Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/121 1	10pm - 11pm <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
E 21 WFSB 09/15/12 09/15/12 Eyewitness News Weekend Start Date	6am - 7am <u>Rate</u> \$350.00	:30	NM 2	\$700.00
22 WFSB 09/15/12 09/15/12 7a-9a Sat. Eyewitness New Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/122- 2	7am-9am <u>Rate</u> \$450.00	:30	NM 2	\$900.00
23 WFSB 09/15/12 09/15/12 NCIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/122- 2	8pm - 9pm <u>Rate</u> \$700.00	:30	NM 2	\$1,400.00
24 WFSB 09/15/12 09/15/12 Hawaii 5-0 Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 2- 2	9pm - 10pm <u>Rate</u> \$700.00	:30	NM 2	\$1,400.00
25 WFSB 09/15/12 09/15/12 48 Hours Mystery <u>Start Date End Date Weekdays Spots/Week</u> Week: 09/10/12 09/16/122- 2	10pm - 11pm <u>Rate</u> \$700.00	:30 ·	NM 2	\$1,400.00
E 26 WFSB 09/16/12 09/16/12 Eyewitness News Weekend Start Date	6am - 7am <u>Rate</u> \$150.00	:30	NM 1	\$150.00
27 WFSB 09/16/12 09/16/12 7a-9a Sun Eyewitness News	7am-9am	. :30	NM 2	\$900.00

Rate

\$450.00

Spots/Week

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Contract / Revision Alt Order # 06304109 492325 Contract Dates Product Estimate # 09/11/12 - 09/17/12 LINDA MCMAHON 4 SE 1311

<u>Advertiser</u> Original Date / Revision 09/14/12 / 09/14/12 McMahon for Senate

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Tuno	Cnoto	Amaunt
Start Date End Date Weekdays Spots/Week		Days Length Week Rate	туре	Spots	Amount
28 WFSB 09/16/12 09/16/12 Face the Nation/ Face the		m :30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week	Rate			•	Q 100.00
Week: 09/10/12 09/16/121 1	\$150.00			_	
E 29 WFSB 09/16/12 09/16/12 Jets Football Start Date End Date Weekdays Spots/Week	1:00pm - 7:00pm Rate	:30	NM	2	\$3,200.00
Week: 09/10/12 09/16/122 2	\$1,600.00				
E 30 WFSB 09/16/12 09/16/12 60 Minutes	7pm - 8pm	:30	NM	1	\$7,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	<u>Rate</u> \$7,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре		
1 WFSB 09/10/12-09/16/12 60 Minutes	7pm - 8pm	St :30 \$ 7,200.00	NM		
See MG 30.2 2 WFSB 09/10/12-09/16/12 Delayed SU Prime	7:30-8:30pm	St :30 \$7,200.00	NM		
® MG for 30.1 09/16	7.50-0.50pm	30 37,200.00	14)41		
N 31 WFSB 09/16/12 09/16/12 Good Wife	9:30-10:30pm	:30	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/121 1	Rate				•
	\$1,200.00				
E 32 WFSB 09/16/12 09/16/12 10:30-11:30pm Start Date End Date Weekdays Spots/Week	10:30-11:30pm <u>Rate</u>	:30	MM	2	\$2,400.00
Week: 09/10/12 09/16/122 2	\$1,200.00				
33 WFSB 09/17/12 09/17/12 Eyewitness News	6am - 6:30am	:30	NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$900.00				
E 34 WFSB 09/17/12		:30	NM	3	\$600.00
Start Date End Date Weekdays Spots/Week	Rate	.00		Ü	
Week: 09/17/12 09/23/12 3 3	\$200.00	- The state of the			
35 WFSB 09/17/12 09/17/12 Eyewitness News Start Date End Date Weekdays Spots/Week	12pm - 12:30PM Rate	:30	MM	1	\$250.00
Week: 09/17/12 09/23/12 1 1	\$250.00		A.		
36 WFSB 09/17/12 09/17/12 4p-5p Dr. Oz	4pm-5pm	:30	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$300.00				
			\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\		A575.00
37 WFSB 09/17/12 09/17/12 Eyewitness News Start Date End Date Weekdays Spots/Week	5pm - 5:30pm <u>Rate</u>	:30	NM	1	\$575.00
Week: 09/17/12 09/23/12 1 1	\$575.00				
38 WFSB 09/17/12 09/17/12 Eyewitness News	5:30pm - 6pm	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$1,500.00				
E 39 WFSB 09/17/12 09/17/12 Eyewitness News	6pm - 6:30pm	:30	MM	1	\$700.00
Start Date End Date Weekdays Spots/Week	Rate			•	V. UU.
Week: 09/17/12 09/23/12 1 1	\$700.00				
40 WFSB 09/17/12 09/17/12 Inside Edition Start Date End Date Weekdays Spots/Week	7pm - 7:30pm Rate	:30	NM	1	\$1,200.00
Week: 09/17/12 09/23/12 1 1	\$1,200.00				
41 WFSB 09/17/12 09/17/12 Entertainment Tonight	7:30pm - 8pm	:30	NM	1	\$1,200.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$1,200.00				
42 WFSB 09/17/12 09/17/12 Eyewitness News	5am - 5:30am	:30	NM	1	\$450.00
Start Date End Date Weekdays · Spots/Week	Rate	.50	14541	'	φ -1 υυ.υυ

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Contract Dates 09/11/12 - 09/17/12

McMahon for Senate

<u>Advertiser</u>

Contract / Revision Alt Order # 06304109

Product Estimate # LINDA MCMAHON 4 SE 1311

492325

Original Date / Revision 09/14/12 / 09/14/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Tyne	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	Rate \$450.00	Days Longill From Male	1)00	Орого	Allioun
43 WFSB 09/17/12 09/17/12 Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	5:30a - 6am <u>Rate</u> \$600.00	:30	NM	1	\$600.00
E 44 WFSB 09/17/12 09/17/12 Eyewitness News Start Date	11PM - 11:35PM <u>Rate</u> \$1,200.00	:30	NM		\$2,400.00
45 WFSB 09/17/12 09/17/12 Hawaii 5-0 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	10pm - 11pm <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
46 WFSB 09/11/12 09/14/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -TWTF 4	6:30am - 7am <u>Rate</u> \$900.00	:30	NM	4	\$3,600.00
E 47 WFSB 09/17/12 09/17/12 HIMYM/2 Broke Girls Start Date	8pm - 9pm <u>Rate</u> \$4,500.00	:30	NM	2	\$9,000.00
N 48 WFSB 09/17/12 09/17/12 2 Broke Girls <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 M 1	9pm - 10pm <u>Rate</u> \$6,500.00	:30	NM	1	\$6,500.00
N 49 WFSB 09/14/12 09/14/12 CBS: THE EARLY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12F 2	7am - 9am <u>Rate</u> \$600.00	:30	NM	2	\$1,200.00
N 50 WFSB 09/14/12 09/14/12 4p-5p Dr. Oz <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12F 1	4pm-5pm <u>Rate</u> \$950.00	:30	NM	1	\$950.00
N 51 WFSB 09/14/12 09/14/12 F 10-11p Prime <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12F 1	10pm - 11pm <u>Rate</u> \$3,500.00	:30	NM	1	\$3,500.00
N 52 WFSB 09/16/12 09/16/12 Eyewitness News Weekend Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 S 1	6am - 7am <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 53 WFSB 09/17/12 09/17/12 M 10-11p Prime Start Date	10pm - 11pm <u>Rate</u> \$5,000.00	:30	NM	1	\$5,000.00
N 54 WFSB 09/16/12 09/16/12 60 Minutes <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12S 1	730-1130p <u>Rate</u> \$7,200.00	:30	MM	1	\$7,200.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 F 1	6:30am - 7am <u>Rate</u> \$900.00	:30	NM	1	\$900.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 F 2	9am - 10am <u>Rate</u> \$400.00	:30	NM	2	\$800.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 F 2	10am - 11am <u>Rale</u> \$400.00	:30	NM	2	\$800.00
N 58 WFSB 09/14/12 09/14/12 11a-12p Price is Right Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12F 2	11am - 12pm <u>Rate</u> \$500.00	:30	NM	2	\$1,000.00

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Contract / Revision Alt Order # 492325 06304109 Contract Dates Product Estimate # 09/11/12 - 09/17/12 LINDA MCMAHON 4 SE 1311

Advertiser Original Date / Revision 09/14/12 / 09/14/12 McMahon for Senate

Spots/

*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
N 59 WFSB 09/14/12 09/14/12 CBS Soaps	1230-2p	:30	NM	3	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate				, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 09/10/12 09/16/12F 3	\$500.00				
N 60 WFSB 09/15/12 09/15/12 NCAA Football Reg. Seaso		:30	NM	4	\$600.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 S- 4	<u>Rate</u> \$150.00				
				_	
N 61 WFSB 09/14/12 09/14/12 The Talk Start Date End Date Weekdays Spots/Week	2-3p Rate	:30	NM.	2	\$800.00
Week: 09/10/12 09/16/12F 2	\$400.00				
N 62 WFSB 09/16/12 09/16/12 CBS Sunday Morning	9:00am - 10:30am	:30	NM	2	\$1,600.00
Start Date End Date Weekdays Spots/Week	Rate	.00		-	ψ1,000.00
Week: 09/10/12 09/16/12S 2	\$800.00				
N 63 WFSB 09/16/12 09/16/12 Big Brother	8:30-9:30pm	:30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/10/12 09/16/12S 1	\$1,800.00				
N 64 WFSB 09/17/12 09/17/12 Eyewitness News	6:30am - 7am	:30	NM	1	\$900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 M 1	<u>Rate</u> \$900.00				
				_	4000 00
N 65 WFSB 09/17/12 09/17/12 9am-10am Start Date End Date Weekdays Spots/Week	9am - 10am Rate	:30	NM	2	\$800.00
Week: 09/17/12	\$400.00				
N 66 WFSB 09/17/12 09/17/12 10am-11am	10am - 11am	:30	NM	2	\$800.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1 1041	~	Q000.00
Week: 09/17/12 09/23/12 M 2	\$400.00		Ī		
N 67 WFSB 09/17/12 09/17/12 11a-12p Price is Right	11am - 12pm	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate		Ī		
Week: 09/17/12 09/23/12 M 2	\$500.00				
N 68 WFSB 09/17/12 09/17/12 CBS Soaps	1230-2p	:30	NM	3	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 M 3	<u>Rate</u> \$500,00				
30.000 m m m m m m m m m m m m m m m m m				_	
N 69 WFSB 09/17/12 09/17/12 The Talk Start Date End Date Weekdays Spots/Week	2-3p Rate	:30	NM	2	\$300.00
Week: 09/17/12 09/23/12 M 2	\$150.00				
N 70 WFSB 09/17/12 09/17/12 3pm-4pm Syndication	2:58pm-4pm	:30	NM	1	\$150.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14161	1	ψ130.00
Week: 09/17/12 09/23/12 M 1	\$150.00				
N 71 WFSB 09/16/12 09/16/12 M-SU Delayed News	Delayed News	:30	MM	1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate		1		
Week: 09/10/12 09/16/12S 1	\$500.00				
Section 1 to the section of the sect		Totals		144	\$140,225,00

Totals \$140,225.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/17/12	144	\$140,225.00	\$119,191.25
Totals	144	\$140,225.00	\$119,191.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and unlike payment in full Is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



	Contract / Revision 492325 /	Alt Order # 06304109		
Contract Dates 09/11/12 - 09/17/12	Product LINDA MCMAHON 4 SE	Estimate # SE 1311		
Advertiser McMahon for Senate		nal Date / Revision /14/12 / 09/14/12		

Signature:	Date:	

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHEET TRF# 492325 * * * REP HEADLINE# 6304109 *** UNAPPROVED REV #4

SEP13/12 13.57 *** WFSB-TV *** FAX# 703-516-9680 CREDIT RISK !!! HARRIS REPORT FROM REP

CHANGES

13.57 # DATE SEP13/12 SALESMAN REGIONAL (H) HEATHER UTTLEY ANNE BRAUNSCHEIDEL LOCAL OFF.# MA CLASS: NATL. SALES PRSN BUYER NAME 双因形,# INVOICE) CO-OP BILLING NEEDED ORDER, 306 SUITE HNO (LINE, ADV. NAME POLI/L MCMAHON/R/SEN/CT SERVICES LINDA MCMAHON 4 SENA EST#1311 COMMENTS: AVENUE, CONTRACT # 6304109 MD 21286 WK - 1600 FAIRMOUNT MENTZER MEDIA SEP17/12 TOWSON, STATE TAX AGY. NAME FLIGHT DATES SEP11/12 CITY TAX # ORDER PRDCT # # ADV AGY

IDB#1021 TV INVOICE#9912736 LINDA MCMAHON FOR SENATE S CON

THANKS! ASHLEY FOR HEATHER

PLEASE CONFIRM

+1X LINE 12 ADDED LINES 66-71 TOTAL \$140,225

9/13 4, 15-16,20,26,39,64 2

REVISION -1X LINE -2X LINE

REP:

TOT:	 	4	1	<u> </u>	k
: DAYS		TU-F		H H	.
SPTS: WEEK	1	>		\	
	1	4		4	
END DATE		9/14		9/14	
START DATE	= 1311	9/11		9/11	
: RATE	AGENCY EST#	\$200.00		\$300.00	
: LGTH : SEC	CODE = E =	0 %		30	
:LINE#:REP :CD: TIME PERIOD ::LINE#: :	AGENCY ADVERTISER CODE AGENCY PRODUCT CODE =	2 s 700A-900A	PROGRAM: NEWS CON COM1: NEWS	4 S 400P-500P	PROGRAM: DR OZ CON COM1: DR OZ

REF: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REF **CHANGES** **

TRF# 492325

REP HEADLINE# 6304109 *** UNAPPROVED REV #4 ***

SEP13/12 13.57 *** WFSB-TV ***

:LINE#:REP :CD : : : :LINE#:	TIME PERIOD :	LGTH : SEC :	RATE	START DATE	END:	:SPTS: WEEK	S : DAYS	. TOTL:
12 S	1100P-1135P	30	\$500.00	9	6	Į.		: SPTS:
PROGRAM CON COM1	: LATE NEWS : LATE NEWS					,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		D
1.55 S	900F-1000F	30	\$1,500.00	9/12	9/12	(H	C #W	٢
PROGRAM CON COM1	: CRIMINAL MINDS : CRIMINAL MINDS							+
16 S	1000F~1100F	30	\$3,500.00	9/12	9/12	() (]	WED	,-
PROGRAM CON COM1	: CSI				•) -	1
20 s	1000F~1100F	30	\$1,500.00	9/14	9/14	, ,	Įų Įų	۲
PROGRAM CON COM1	: BLUE BLOODS							1
26 S	600A-700A	30	\$150.00	9/16	9/16	7 7	NDS	۲
PROGRAM CON COM1	SUN MORN NEWS				•			1
S 6 m	600P-630P	30	\$700.00	9/17	9/17	1	NOM	,
PROGRAM CON COM1	EVE NEWS: EVE NEWS					>		ł
47 NZ	800F-900F	30	\$4,500.00	9/17	9/17	\ n	NOM	c
PROGRAM CON COM1	HOW I MET YOUR:	MOTHER MOTHER						a
54 S	600P-630P	30	\$700.00	9/15	9/15	\ 0	SAT	c
PROGRAM	: SAT 6P NEWS					>		,
64 S	900P-1000P	30	\$2,000.00	7i/6	9/17	н	KOK	,
PROGRAM	: 2 BROKE GIRLS							I
65 S	1130P-1205A	30	\$500.00	9/16	9/16	\ 0'	SUN	c
PROGRAM :	: LATE NEWS : LATE NEWS)

TRF# 492325

REP HEADLINE# 6304109
*** UNAPPROVED REV #4 ***

FAX# 703+516-9680 REP: TEL# 703~516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP13/12 13.57 *** WFSB-TV ***

:LINE#:REP	::REP :CD: TIME PERIOD ::LINE#: :	LGTH : SEC :	RATE	START DATE	END DATE	SPTS: WEEK	WEEK :	DAYS	TOTE:
	66 A 700A-900A	O m	\$600.00	9/11	6	2	1	7	. C. C.
	PROGRAM: NEWS CON COM1: NEWS	-					;) (entre e	N
	67 & 400P-500P	0 %	\$950.00	9/11	9/14	н	TUL	15	,-
	PROGRAM: DR OZ CON COM1: DR OZ				•		;) (4
	68 A 1000P-1100P	0 8	\$3,500.00	9/14	9/14	ਜ	ጉ ኢ	Two	F
	PROGRAM : BLUE BLOODS CON COM1: BLUE BLOODS						!	p. Salata	-f
	69 A 600A-700A	30	\$350.00	9/16	9/16	Н	MIR	150	٢
	PROGRAM : SUN MORN NEWS CON COM1: SUN MORNING NEWS	₹ S					(;))		4
	70 A 900P-1000P	0 %	\$6,500.00	9/17	9/17	Н	NOM	15	
	PROGRAM : 2 BROKE GIRLS					>	1 1 1	<u> </u>	4
	71 A 1000P-1100P	30	\$5,000.00	9/17	9/17	Н	NOM	100	٢
	PROGRAM : HAWAII 5-0								4
SEP/12	140225.00					CON	CONTRACT TOTAL TOTAL SPOTS	.L 140225.00 'S 145	5.00 145

WHPX 0% WCCT 08 WCTX 2% WTIC 18% WVIT 28% WTNH 18% CABL 2% WFSB 32% MARKET TOTALS \$249,765

SHARES ARE ACCURATE

SVC- NSI DEMOS- RA35+*

L-LENGTH M-MAKEGOOD N-PROGRAM NAME C-CANCELLED DE-DELETE E-EFF DATES B-BUY TYPE MOD CODE A-ADD

*-MULTIPLE Y-DAYS Z-COMMENTS X-LATE T-TIME S-SPOTS PER WEEK R-RATE Q-PAID PGM P-CLASS, PLAN, SECT

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENCY ORDER WORKSHEET

TRF# 492325

* *

REP HEADLINE# 6304109 *** UNAPPROVED REV #3

-9399
AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP

13.13 # DATE SEP13/12 SALESMAN REGIONAL (田) HEATHER UTTLEY ANNE BRAUNSCHEIDEL LOCAL OFF.# WA-CLASS: NATL. SALES PRSN BUYER NAME 风压护,# INVOICE) CO-OP BILLING NEEDED ORDER, 306 SUITE H C C H (LINE) POLI/L MCMAHON/R/SEN/CT SERVICES 600 FAIRMOUNT AVENUE, SENA EST#1311 COMMENTS: CONTRACT # 6304109 MD 21286 WK-1MENTZER MEDIA SEP17/12 TOWSON, STATE TAX ADV. NAME AGY. NAME LINDA MCMAHON 4 FLIGHT DATES SEP11/12 TAX # ORDER PRDCT # ADV # CITY AGX

REVISION 9/13 REP:

ADDED NEW SPOTS FROM BUYER ON LINES 2-3,12,20-21,26,29-32,34,39,44,46-65 TOTAL \$133,475 PLEASE CONFIRM

CON CM IDB#1021 TV INVOICE#9912736 LINDA MCMAHON FOR SENATE

THANKS! ASHLEY FOR HEATHER

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2 > 4 C	1		Ĺι		Ĺ	1	11.0) }
			7.U F	i	т Т.Т.)	TUL) !
WEEK	TVVII							
SPIS:	: /WK:		v		ιΛ		ιū	
END	DATE		9/14		9/14		9/16	
l ii	"							
START	DATE	1311	9/11		9/11		9/11	
"		li						
RATE		AGENCY EST#	\$200.00		\$300.00		\$500.00	•
SEC :		K						
· LCTH :		DE ==	30		30		30	
TIME PERIOD		ADVERTISER CO PRODUCT CODE	700A-900A	news news	400P-500P	DR OZ DR OZ	1100P-1135P	LATE NEWS LATE NEWS
LINE#:REP :CD:		AGENCY	2 s 7(PROGRAM : CON COM1:	4 S 40	PROGRAM : CON COM1:	12 s 11	PROGRAM : CON COM1:

TRF# 492325

REP HEADLINE# 6304109
*** UNAPPROVED REV #3 ***

SEP13/12 13.13 *** WFSB-TV *** REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM REP
CHANGES **

:LINE#:REP :CD: T :LINE#: :	TIME PERIOD	: LGTH : SEC :	RATE	: START : DATE	: END	:SPTS: WEEK : /WK: INVT	EK: DAYS VT:	S . TOTE:
20 S 100	1000P-1100P	30	\$1,500.00	9/14	9/14	· \	FRI	2
PROGRAM : B	BLUE BLOODS					7		•
21 S 600	600A-700A	0 %	\$350.00	9/15	9/15	7	SAT	c
PROGRAM : S CON COM1: S	SAT MORN NEWS SAT MORNING NEWS	SMS				`		•
26 s 600	600A-700A	0 %	\$150.00	9/16	9/16	′′	S N	c
PROGRAM : S CON COM1: S	SUN MORN NEWS SUN MORNING NEWS	SMS					i } ì	•
29 R 400	400P-700P	30	\$1,600.00	9/16	9/16	, ,	SCR	r
PROGRAM : J	JETS V PITTSBURGH JETS V PITTSBURGH	URGH URGH						`
30 ST 730	730P-830P	30	\$7,200.00	9/16	9/16	> ~	ND S	C
PROGRAM : 6 CON COM1: 6	60 MINUTES 60 MINUTES							v
31 ST 930	930P-1030P	0 8	\$1,200.00	9/16	9/16	7	SC N	r
PROGRAM : G	GOOD WIFE GOOD WIFE							•
32 ST 103	1030P-1130P	0 %	\$1,200.00	9/16	9/16	7	S. C. S.	C
PROGRAM : C	CSI MIAMI CSI MIAMI							N
34 S 700	700A-900A	90	\$200.00	9/17	9/17	, m	NOM	,
PROGRAM : N	news news					\		,
39 S 6E	600P-630P	0 m	\$700.00	9/17	9/17	, ,	NOM	^
PROGRAM : E	EVE NEWS							ı

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK 1:1
ORDER WORKSHEET
HARRIS REPORT FROM REP
CHANGES **

TRF# 492325

REP HEADLINE# 6304109
*** UNAPPROVED REV #3 ***

SEP13/12 13.13 *** WFSB-TV ***

:LINE#:REP :CD	: TIME PERIOD	: LGTH : SEC	RATE	: START : DATE	: END : DATE	:SPTS:	WEEK : DAYS	
44 S	1100P-1135P	30	\$1,200.00	9/17	9/17	2	NOM	
PROGRAM CON COM1	: LATE NEWS : LATE NEWS							
45	1000F-1100F	30	\$1,500.00	9/17	9/17	1	INC.	
PROGRAM CON COM1	: HAWAII 5-0 : HAWAII 5-0				!) 	N. C.	
4 6 8	630A-700A	30	00.006\$	9/11	9/14	ır	: TTT	
PROGRAM CON COM1	: 630A NEWS : 630A NEWS				:)	4) 1	
47 S	8006-9008	30	\$4,500.00	9/17	9/17	, c) CO O Trong	
PROGRAM CON COM1	: MET MOTHER/ : MET MOTHER/	2 BROKE GIRLS 2 BROKE GIRLS						
48 A	900A-1000A	0 %	\$400.00	9/14	9/14	7	I Wan	
PROGRAM	: REG AND KEL							
49 A	1000A-1100A	0 m	\$400.00	9/14	9/14	\ ''	Lagu C	
PROGRAM	: LETS MAKE A	DEAL						
50 A	1100A-1200N	0 m	\$500.00	9/14	9/14	7	_ W _ L &&	
PROGRAM	: PRICE IS RIGHT	HT				>		
51 A	1230P-200P	30	\$500.00	9/14	9/1/6	8	/wo	
PROGRAM	: SOAP ROTATOR	~				>>		
52 A	200P-300P	30	\$400.00	9/14	4176	0	T- / G Y	
PROGRAM	: TALK				; ;;))) L	
53 A	330P-700P	0 %	\$150.00	9/15	9/15	7	E	
PROGRAM	: TN V FLORIDA	4				ī	1437	
54 A	600P-630P	30	\$700.00	0 9/15	5/15	7-	£ ** 0	
MKGBOGE				<u></u>) - 	1	DA EL	

CREDIT RISK !!! HARRIS REPORT FROM REP **CHANGES** AGENCY REF: TEL# 703-516-9399 CREDIT ADVISORY: AGENORDER WORKSHEET

TRF# 492325

REP HEADLINE# 6304109

FAX# 703-516-9680

SEP13/12 13.13 *** WFSB-TV ***

: TOTL: Ò N N N N ო N Ц N Н Ч E 73 120 <u>C</u> DAYS MOM MOM SUN MOM MON SUN MOM MON MON STON MOM •• TNVI :SETS: /WK: Ŋ H Ŋ ď Ø M N N 3 Н Н END DATE 9/17 9/17 9/17 9/16 9/17 9/17 9/16 9/16 9/17 9/17 9/17 START DATE 9/17 9/17 9/17 9/16 9/17 9/16 9/16 9/17 9/17 9/17 9/17 •• \$1,800.00 \$2,000.00 RATE 00.006\$ \$150.00 \$800.00 \$400.00 \$400.00 \$500.00 \$500.00 \$150.00 \$500.00 •• SEC 8.30 9.30 30 0 M LGTH 90 30 0 6 30 30 30 0 ۳ 30 DEAL •• PRICE IS RIGHT BROKE GIRLS SOAP ROTATOR ď BIG BROTHER TIME PERIOD REG AND KEL LETS MAKE 630A NEWS 1000A-1100A LATE NEWS 1100A-1200N BETTER CT 1130P-1205A 900P-1000P SUN MORN 900A-1000A 1230P-200P THE TALK 900A-1030A 800P-900P 200P-300P 300P-400P 630A-700A N : CD : •• .. •• •• •• •• •• •• •• •• PROGRAM : CON COM1: PROGRAM ď, PROGRAM Ą, Ą, PROGRAM ď, PROGRAM ĸ, PROGRAM ď PROGRAM ď ď ď PROGRAM K, PROGRAM ď PROGRAM PROGRAM PROGRAM : LINE# 5 20 9 63 0 0 φ 13 51 n Ø 61 62 6 4 :LINE#:REP

TRF# 492325 REP HEADLINE# 6304109 *** UNAPPROVED REV #3

FAX# 703-516-9680 CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES AGENCY REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENORDER WORKSHEET

SEP13/12 13.13 *** WFSB-TV ***

: TOTI: :SPTS: DAYS •• /WK: INVT :SPTS: WEEK END DATE START .. . RATE SEC LGTH .. TIME PERIOD 133475.00 ü Ü · LINNE#: :LINE#:REP SEP/12

133475.00 148 TOTAL CONTRACT TOTAL

WHPX WCCT 0% WCTX 28 Wric 18% WVIT 28% % % % MALM CABL WFSB 32% MARKET TOTALS \$249,765

0

SHARES ARE ACCURATE

SVC- NSI DEMOS- RA35+*

M-MAKEGOOD N-PROGRAM NAME L-LENGTH DE-DELETE E-EFF DATES C-CANCELLED B-BUY TYPE MOD CODE A-ADD

Z-COMMENTS Y-DAYS X-LATE T-TIME S-SPOTS PER WEEK R-RATE Q-PAID PGM P-CLASS, PLAN, SECT

CONTRACT



WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

And:

Mentzer Media Services, Inc. 600 Fairmount Avenue Suite 306 Towson, MD 21204

	Contract / Re	vision		Alt Order :	#
	492325	1		06304109	
Product					
LINDA MCMAHON 4 SEN	Ą				
Contract Dates	Estimate #				
09/11/12 - 09/17/12	1311		l		
<u>Advertiser</u>	•		Ori	ginal Date	/ Revision
McMahon for Senate			0	9/13/12	/ 09/13/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	it E	xecutive	Sales Office
	WFSB	Heather Uttley HRP-WASH			HRP-WASHING
	Special Handl	ling			. :
ĺ	<u>Demographic</u>				
	Adults 35+				
	tDB#	Advertis	er (Code	Product Code
	1021				
	Agency Ref		7	Advertiser	Ref
1			- 1		1

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
1 WFSB 09/11/12 09/14/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -TWTF 4	6am - 6:30am <u>Rate</u> \$900.00	:30	NM 4	\$3,600.00
2 WFSB 09/11/12 09/14/12 CBS: THE EARLY SHOW Start Date	7am - 9am <u>Rate</u> \$200.00	:30	NM 4	\$800.00
3 WFSB 09/11/12 09/14/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -TwTF 4	12pm - 12:30PM <u>Rate</u> \$600.00	:30	NM 4	\$2,400.00
4 WFSB 09/11/12 09/14/12 4p-5p Dr. Oz <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -TWTF 4	4pm-5pm <u>Rate</u> \$300.00	:30	NM 4	\$1,200.00
5 WFSB 09/11/12 09/14/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -TwTF 4	5pm - 5:30pm <u>Rate</u> \$575.00	:30	NM 4	\$2,300.00
6 WFSB 09/11/12 09/14/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12 -⊤wтF 4	5:30pm - 6pm <u>Rate</u> \$1,500.00	:30	NM 4	\$6,000.00
7 WFSB 09/11/12 09/14/12 Eyewitness News Start Date	6pm - 6:30pm <u>Rate</u> \$700.00	:30	NM 4	\$2,800.00
8 WFSB 09/11/12 09/14/12 Inside Edition Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -TWTF 4	7pm - 7:30pm <u>Rate</u> \$500.00	:30	NM 4	\$2,000.00
9 WFSB 09/11/12 09/14/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -TWTF 4	7:30pm - 8pm <u>Rate</u> \$1,200.00	:30	NM 4	\$4,800.00
10 WFSB 09/11/12 09/14/12 Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -TWTF 4	5am - 5:30am <u>Rate</u> \$450.00	:30	NM 4	\$1,800.00
11 WFSB 09/11/12 09/14/12 Eyewitness News Start Date End Date Weekdays Spots/Week	5:30a - 6am <u>Rate</u>	:30	NM 4	\$2,400.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Nolwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

09/13/12 / 09/13/12



WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

	Contract / Revision 492325 /	Att Order # 06304109
Contract Dates 09/11/12 - 09/17/12	Product LINDA MCMAHON 4 SE	Estimate # 1311
Advertiser	Origin	nal Date / Revision

						Spots/				
*Line Ch Start	0.0-	Date Descript		Start/End Time	Days	Length Week	Rate	Тур	e Spots	Amount
<u>Start Date</u> Week: 09/10/12	09/16/12	Weekdays -TWTF	Spots/Week 4	<u>Rate</u> \$600.00			1.0			
E 12 WFSB 09/1 <u>Start Date</u> Week: 09/10/12		12 Eyewitnes Weekdays -TWTFS-	ss News Spots/Week 5	11PM - 11:35PM <u>Rate</u> \$500.00		:30		NM	5	\$2,500.00
13 WFSB 09/11 Start Date Week: 09/10/12		12 NCIS <u>Weekdays</u> -1	Spots/Week 1	8pm-9pm <u>Rate</u> \$1,800.00		:30	· viiku	NM	1	\$1,800.00
14 WFSB 09/11 <u>Start Date</u> Week: 09/10/12	/12 09/11/ End Date 09/16/12	12 NCIS: LA <u>Weekdays</u> -1	Spots/Week 1	9pm - 10pm <u>Rate</u> \$1,800.00		:30		NM	1	\$1,800.00
15 WFSB 09/12 Start Date Week: 09/10/12	1/12 09/12/ End Date 09/16/12	12 Criminal M <u>Weekdays</u> 2	linds <u>Spots/Week</u> 2	9pm - 10pm <u>Rate</u> \$1,500.00		:30		NM	2	\$3,000.00
16 WFSB 09/12 <u>Start Date</u> Week: 09/10/12	/12 09/12/1 End Date 09/16/12	2 CSt <u>Weekdays</u> 2	Spots/Week 2	10pm - 11pm <u>Rate</u> \$3,500.00		:30		NM	2	\$7,000.00
17 WFSB 09/13 <u>Start Date</u> Week: 09/10/12	End Date 09/16/12	Weekdays 1	Spots/Week 1	10pm - 11pm <u>Rate</u> \$1,500.00		:30	,	NM	1	\$1,500.00
18 WFSB 09/14. <u>Start Date</u> Week: 09/10/12	/12 09/14/1 <u>End Date</u> 09/16/12	2 Undercove <u>Weekdays</u> 2	r Boss <u>Spots/Week</u> 2	8pm - 9pm <u>Rate</u> \$1,200.00		:30		NM	2	\$2,400.00
19 WFSB 09/14/ Start Date Week: 09/10/12	/12 09/14/1 End Date 09/16/12	2 CSt: NY <u>Weekdays</u> 2	Spots/Week 2	9pm - 10pm <u>Rate</u> \$1,200.00		:30		MM	2	\$2,400.00
20 WFSB 09/14/ <u>Start Date</u> Week: 09/10/12	End Date 09/16/12	Weekdays 1	Spots/Week 1	10pm - 11pm <u>Rate</u> \$1,500.00		:30		NM	1	\$1,500.00
E 21 WFSB 09/15/ Start Date Week: 09/10/12	End Date 09/16/12	Weekdays 2-	News Weekend Spots/Week 2	<u>Rate</u> \$350.00		:30		NM.	2	\$700.00
22 WFSB 09/15/ <u>Start Date</u> Week: 09/10/12	12 09/15/1: End Date 09/16/12	2 7a-9a Sat. I <u>Weekdays</u> 2-	Eyewitness New Spots/Week 2	7am-9am <u>Rate</u> \$450.00		:30		NM	2	\$900.00
23 WFSB 09/15/ <u>Start Date</u> Week: 09/10/12	12 09/15/12 End Date 09/16/12	NCtS Weekdays2-	Spots/Week 2	8pm - 9pm <u>Rate</u> \$700.00		:30		NM	2	\$1,400.00
24 WFSB 09/15/ <u>Start Date</u> Week: 09/10/12		P. Hawaii 5-0 <u>Weekdays</u> 2-	Spots/Week 2	9pm - 10pm <u>Rate</u> \$700.00	·	:30		NM	2	\$1,400.00
Week: 09/10/12	End Date 09/16/12	Weekdays 2-	ystery <u>Spots/Week</u> 2	10pm - 11pm <u>Rate</u> \$700.00		:30		ММ	2	\$1,400.00
Week: 09/10/12	End Date 09/16/12	Weekdays 1	News Weekend Spots/Week 1	<u>Rate</u> \$150.00	<u>.</u>	:30		MM	1	\$150.00
	End Date	7a-9a Sun E <u>Weekdays</u> 2	yewitness News Spots/Week 2	7am-9am <u>Rate</u> \$450.00		:30		NM	2	\$900.00

McMahon for Senate

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Contract / Revision Alt Order # 492325 06304109 Product Contract Dates Estimate # 09/11/12 - 09/17/12 LINDA MCMAHON 4 SE 1311

<u>Advertiser</u> Original Date / Revision 09/13/12 / 09/13/12 McMahon for Senate

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
28 WFSB 09/16/12 09/16/12 Face the Nation/ Face the		m :30	MM	1	\$150.00
Start Date End Date Weekdays Spots/Week					
Week: 09/10/12 09/16/121 1	\$150.00				
E 29 WFSB 09/16/12 09/16/12 Jets Football	1:00pm - 7:00pm	:30	NM	2	\$3,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/122 2	<u>Rate</u> \$1,600.00				
E 30 WFSB 09/16/12 09/16/12 60 Minutes		•20	AUA		A7 000 00
Start Date End Date Weekdays Spots/Week	7pm - 8pm <u>Rate</u>	:30	NM	1	\$7,200.00
Week: 09/10/12 09/16/121 1	\$7,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WFSB 09/10/12-09/16/12 60 Minutes	7pm - 8pm	St :30 \$7,200.00	NM		
See MG 30.2	7.44.44				
2 WFSB 09/10/12-09/16/12 Delayed SU Prime	7:30-8:30pm	St :30 \$7,200.00	NM		
⊕ MG for 30.1 09/16	0.00.40.00				
E 31 WFSB 09/16/12 09/16/12 Good Wife Start Date End Date Weekdays Spots/Week	9:30-10:30pm Rate	:30	NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/122 2	\$1,200.00				
E 32 WFSB 09/16/12 09/16/12 10:30-11:30pm	10:30-11:30pm	:30	NM	2	60 400 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	2	\$2,400.00
Week: 09/10/12 09/16/122 2	\$1,200.00				
33 WFSB 09/17/12 09/17/12 Eyewitness News	6am - 6:30am	:30	NM	1	\$900.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•	7000.00
Week: 09/17/12 09/23/12 1 1	\$900.00	- Washington Co.			
E 34 WFSB 09/17/12 09/17/12 CBS: THE EARLY SHOW	7am - 9am	:30	NM	3	\$600.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 3 3	Rate				
110011. 00717712 00720712 0	\$200.00				
35 WFSB 09/17/12 09/17/12 Eyewitness News	12pm - 12:30PM	:30	NM.	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$250.00				
36 WFSB 09/17/12 09/17/12 4p-5p Dr. Oz	4pm-5pm	:30	NM		6000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	1	\$300.00
Week: 09/17/12 09/23/12 1 1	\$300.00				
37 WFSB 09/17/12 09/17/12 Eyewitness News	5pm - 5:30pm	:30	NM	1	\$575.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			•	40,0.00
Week: 09/17/12 09/23/12 1 1	\$575.00				
38 WFSB 09/17/12 09/17/12 Eyewitness News	5:30pm - 6pm	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/17/12 09/23/12 1 1	\$1,500.00				
E 39 WFSB 09/17/12 09/17/12 Eyewitness News	6pm - 6:30pm	:30	MM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$700.00				
		00			
40 WFSB 09/17/12 09/17/12 Inside Edition Start Date End Date Weekdays Spots/Week	7pm - 7:30pm Rate	:30	NM	1	\$1,200.00
Week: 09/17/12 09/23/12 1 1	\$1,200.00	•	ľ		
41 WFSB 09/17/12 09/17/12 Entertainment Tonight	7:30pm - 8pm	:30	NM	1	\$1,200.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	•	\$ 1,200.00
Week: 09/17/12 09/23/12 1 1	\$1,200.00				
42 WFSB 09/17/12 09/17/12 Eyewitness News	5am - 5:30am	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			-	+
			-		

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09/13/12

/ 09/13/12



WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

		· · · · · · · · · · · · · · · · · · ·			
*Line Ch Clark Date Fad Date Description		Spots/	_, _		
*Line Ch Start Date End Date Description	otarrena mine	Days Length Week	Rate Typ	e Spots	Amount
Start Date End Date Weekdays Spots/Wee Week: 09/17/12 09/23/12 1 1	<u>k Rate</u> \$450.00				
43 WFSB 09/17/12 09/17/12 Eyewitness News	5:30a - 6am	:30	NA	1 1	\$600.00
Start Date End Date Weekdays Spots/Weel Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$600.00				
E 44 WFSB 09/17/12 09/17/12 Eyewitness News	11PM - 11:35PM	:30	NM	1 2	\$2,400.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 2 2	<u>Rate</u> \$1,200.00				, ,
45 WFSB 09/17/12 09/17/12 Hawaii 5-0	10pm - 11pm	:30	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$1,500.00				**,*******
46 WFSB 09/11/12 09/14/12 Eyewitness News	6:30am - 7am	:30	NM	4	\$3,600.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 -TwTF 4	<u>Rate</u> \$900.00				40,000,00
E 47 WFSB 09/17/12 09/17/12 HIMYM/2 Broke Girls	8pm - 9pm	:30	NM	2	\$9,000.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 M 2	•				\$0,000.00
N 48 WFSB 09/17/12 09/17/12 2 Broke Girls	9pm - 10pm	:30	NM	1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 <u>M</u> 1					\$0,000.00
N 49 WFSB 09/14/12 09/14/12 CBS: THE EARLY SHOW	/ 7am - 9am	:30	NM	2	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12F 2				-	ψ1,200.00
N 50 WFSB 09/14/12 09/14/12 4p-5p Dr. Oz	4pm-5pm	:30	NM	1	\$950.00
Start Date End Date Weekdays Spots/Week			14197	l '	\$950.00
Week: 09/10/12 09/16/12F 1	\$950.00			l	
N 51 WFSB 09/14/12 09/14/12 F 10-11p Prime	10pm - 11pm	:30	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12F 1	Rate		·]	1	
	\$3,500.00				
N 52 WFSB 09/16/12 09/16/12 Eyewitness News Weeken Start Date End Date Weekdays Spots/Week	or bam - ∕am Rate	:30	MM	1	\$350.00
Week: 09/10/12	\$350.00				
N 53 WFSB 09/17/12 09/17/12 M 10-11p Prime	10pm - 11pm	:30	NM	1	\$5,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			·	\$5,000.00
Week: 09/17/12 09/23/12 M 1	\$5,000.00				
N 54 WFSB 09/16/12 09/16/12 60 Minutes	730-1130p	:30	MM	1	\$7,200.00
Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12 1	<u>Rate</u> \$7,200.00				
N 55 WFSB 09/14/12 09/14/12 Eyewitness News	6:30am - 7am	:30	MM		0000.00
Start Date End Date Weekdays Spots/Week	Rate	.30	IVIVI	1	\$900.00
Week: 09/10/12 09/16/12F 1	\$900.00				
N 56 WFSB 09/14/12 09/14/12 9am-10am	9am - 10am	:30	NM	2	\$800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 09/10/12	\$400.00				
N 57 WFSB 09/14/12 09/14/12 10am-11am Start Date End Date Weekdays Spots/Week	10am - 11am <u>Rate</u>	:30	NM	2	\$800.00
Week: 09/10/12	\$400.00		[
N 58 WFSB 09/14/12 09/14/12 11a-12p Price is Right	11am - 12pm	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>]	_	4.1030100
Week: 09/10/12 09/16/12F 2	\$500.00		I		

McMahon for Senate

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Contract / Revision Alt Order# 492325 06304109 **Contract Dates Product** Estimate# 09/11/12 - 09/17/12 LINDA MCMAHON 4 SE 1311

Advertiser Original Date / Revision 09/13/12 / 09/13/12 McMahon for Senate

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeSj	oots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
N 59 WFSB 09/14/12 09/14/12 CBS Soaps <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12F 3	1230-2p Rate \$500.00	:30	NM	3	\$1,500.00
N 60 WFSB 09/15/12 09/15/12 NCAA Football Reg. Seas <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/10/12 09/16/12S- 4	on 11:00am - 7:00pm	:30	NM	4	\$600.00
N 61 WFSB 09/14/12 09/14/12 The Talk Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12F 2	2-3p <u>Rate</u> \$400.00	:30	NM	2	\$800.00
N 62 WFSB 09/16/12 09/16/12 CBS Sunday Morning Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12S 2	9:00am - 10:30am <u>Rate</u> \$800.00	:30	NM	2	\$1,600.00
N 63 WFSB 09/16/12 09/16/12 Big Brother Start Date End Date Weekdays Spots/Week Week: 09/10/12 09/16/12S 2	8:30-9:30pm <u>Rate</u> \$1,800.00	:30	NM	2	\$3,600.00
N 64 WFSB 09/17/12 09/17/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 M 1	6:30am - 7am <u>Rate</u> \$900.00	:30	NM	1	\$900.00
N 65 WFSB 09/17/12 09/17/12 9am-10am <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 M 2	9am - 10am <u>Rate</u> \$400.00	:30	NM	2	\$800.00
N 66 WFSB 09/17/12 09/17/12 10am-11am	10am - 11am <u>Rate</u> \$400.00	:30	NM	2	\$800.00
N 67 WFSB 09/17/12 09/17/12 11a-12p Price is Right Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 M 2	11am - 12pm <u>Rate</u> \$500.00	:30	NM	2	\$1,000.00
N 68 WFSB 09/17/12 09/17/12 CBS Soaps <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 M 3	1230-2p <u>Rate</u> \$500.00	:30	NM	3	\$1,500.00
N 69 WFSB 09/17/12 09/17/12 The Talk <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 M 2	2-3p <u>Rate</u> . \$150.00	:30	NM	2	\$300.00
N 70 WFSB 09/17/12 09/17/12 3pm-4pm Syndication Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 M 1	2:58pm-4pm <u>Rate</u> \$150.00	:30	NM	1	\$150.00
N 71 WFSB 09/16/12 09/16/12 M-SU Delayed News <u>Start Date End Date Weekdays Spots/Week</u> Week: 09/10/12 09/16/12S 1	Delayed News <u>Rate</u> \$500.00	:30	NM	1	\$500.00
		Totals	14	6	\$143,225.00

Time Period # of Spots **Gross Amount Net Amount** 08/27/12 -09/17/12 146 \$143,225.00 \$121,741.25 Totals 146 \$143,225.00 \$121,741.25

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	Contract / Revision 492325 /	Alt Order # 06304109
Contract Dates 09/11/12 - 09/17/12	Product LINDA MCMAHON 4 SI	Estimate # SE 1311
Advertiser McMahon for Senate	ļ 	inal Date / Revision 9/13/12 / 09/13/12

Signature:	Date: